



MADISON

Public Market

COMMUNITY OUTREACH PLAN



MADISON LOCAL FOOD COMMITTEE
JULY 2013



Community Outreach Plan

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Intro/ Purpose

As the Public Market moves from concept toward reality, the project is certain to ignite a passionate and lively discourse among Madison residents and key stakeholder groups. For the project to build the support and consensus it needs to succeed, it will be vital that it include a robust, thorough, and meaningful public outreach and engagement process.

The Madison Local Food Committee (Committee) and its Public Outreach Subcommittee (Subcommittee) have asked City staff to create a public outreach plan to guide efforts to engage the public and stakeholders in the Public Market project. Moreover, the committees suggested a public outreach process that goes beyond simply hosting public meetings, but uses a variety of outreach techniques to reach diverse groups within the city.

Based on the input from the Subcommittee, the following nine “Outreach Strategies” describe ways to engage the public over the next 6-12 months. This Outreach Plan will overlap with the development of the Business Plan and the consultant will play a key role in some of the strategies described below. However, components of the outreach plan can and should commence immediately and in advance of engaging the consulting team.

Overarching Goals of the Outreach Plan:

- Seek out greater involvement in groups often underrepresented in city processes (e.g. lower income residents, minority groups, students, young professionals)
- Gain insights from key stakeholders with expertise that will help make the Public Market successful
- Utilize web-based tools and other techniques to engage residents unlikely to attend meetings
- Meet with people “on their turf” by attending meetings of stakeholder organizations and hosting meetings in each of Madison’s four main geographic areas (North, South, East West)
- Use the outreach plan to gain consumer insights that will help shape the public market to align with consumer demand and interest.
- Work with the local media (old and new) to spread the word about the project

Outreach Strategy #1: Stakeholder Interviews

There are numerous organizations in the Madison area engaged in activities related to food systems and these organizations will likely have interests and opinions on the Public Market project. Further, there are many organizations and individuals in the city with unique expertise that will be helpful in shaping a successful market. It will be important to reach out to these stakeholders early in the process to build support among the region's food system leaders and advocates. The purpose of these meetings will be to share the City's conceptual vision for the public market with a select group of organizations, discuss the Business Plan process, and gather early input from these groups on how the public market can support their projects and organizational goals. These smaller focus group meetings will likely occur throughout the work period of the Consultant Team but can begin in advance of engaging the consulting team for the Business Plan. The Local Food Committee and Outreach Subcommittee has directed City Staff to begin reaching out to stakeholders and scheduling initial meetings to start gathering their input.

Strategy #1 Next Steps		
<i>Task</i>	<i>Responsible Party</i>	<i>Timeframe</i>
Identify groups to meet with	Local Food Committee / Outreach subcommittee	Finalize list at next meeting
Schedule meetings	Staff	July - Aug
Conduct meetings	Staff / Subcommittee members	July – Sept

Outreach Strategy #2: Web Engagement

Having an active and engaging internet presence will be important tool to draw more people into the conversation about the Public Market. As suggested by the Local Food Public Outreach Subcommittee, this will include a traditional website hosted on the city of Madison page, as well as potentially using social media.

- **Homepage** - This will be the go to source of information on the project. It will be kept up-to-date and will serve as a library for background information including previous reports and studies to document how the public market concept has evolved over time. As the project moves forward, the website will likely grow with more information being added over time. Further, some information may be specifically tailored toward different public market stakeholders including consumers, vendors, etc. For now, the public market website will exist as a project page on the City's Economic Development Division website. It may eventual migrate to a "stand-alone" website with its own unique design.
- **Social Media** - Per the Subcommittee's suggestion, City staff will explore creating a Madison Public Market Facebook page and/or Twitter account to post updates and information about the project. This may include things like requesting people to post photos of their favorite public markets or asking for recommendations on types of products they'd like to see at the market. If this moves forward, the use of social media to engage with the community about the project will not occur until after the Business Plan project is launched and moving forward. City Staff will begin by discussing social media usage with the City's IT department.

Strategy #2 Next Steps

<i>Task</i>	<i>Responsible Party</i>	<i>Timeframe</i>
Create website	Staff	Ongoing
Create Facebook page and/or Twitter Account	Staff	TBD
Use the web tools for regular updates on the project and as a tool to gather input and build excitement	Staff	Ongoing

Outreach Strategy #3: Farmer's Market "Stop-n-Talk" Table

The Subcommittee identified Farmers Markets as logical locations to engage potential customers and vendors. The Subcommittee discussed having an information/outreach table at Farmers' Markets, including the Saturday Dane County Farmers' Market. In addition to being opportunities to engage with potential consumers, the farmer's market operators and vendors are also important stakeholders. The Subcommittee agreed to first have stakeholder discussions with the farmer's markets before using the markets as outreach venues.

Strategy #3 Next Steps		
Task	Responsible Party	Timeframe
Contact DCFM about hosting table	Staff?	6/26
Put together information, input materials, and overall "message" that will be conveyed	Staff	7/10
Host table	Committee members	July - October

Outreach Strategy #4: Consumer Survey

In coordination with the meetings and other outreach opportunities, the Subcommittee recognized the importance of developing survey(s) that can be used to capture input that individuals have regarding a Public Market. Possible questions include:

- Do you think the Public Market is a good idea; why or why not?
- What type of Public Market would you like to see? We could perhaps provide individuals with the public market typologies that we previously used to assist with their answers to this question.
- If you are in support of the Public Market concept, would you like to see if within ten (10) blocks of your home?

The Subcommittee agreed that the Business Plan consultant team will likely have suggestions for how to design a survey that is helpful in developing a plan for the market. Therefore, the Subcommittee suggested that staff start developing a draft survey but wait until the consulting team is on board and has a chance to review and add to it before releasing it.

Strategy #4 Next Steps		
<i>Task</i>	<i>Responsible Party</i>	<i>Timeframe</i>
Develop a few draft survey questions	Staff	August/Sept
Review draft survey	Subcommittee	Aug/Sept/Oct
Coordinate with the Business Plan Consulting Team to finalize	Staff	October
Release survey and get the word out to encourage responses	All	Oct/Nov
Analyze results	Staff	Nov/Dec

Outreach Strategy #5: Media

The Subcommittee discussed the need for media outreach and having materials available for the media. In addition to traditional media, a suggestion was provided that the City reach-out to “food bloggers” and other “new media” outlets as a way of gaining additional input regarding Public Market opportunities.

Strategy #5 Next Steps		
<i>Task</i>	<i>Responsible Party</i>	<i>Timeframe</i>
Develop a press release announcing that the process is underway	Staff	July (with RFP)
Reach out individually to key bloggers and food writers	Staff	July/Aug
Ongoing coordination with traditional and new media	Staff	July - Dec

Outreach Strategy #6: Business Plan Kick-off Meeting

Upon hiring the Consultant Team, the City will host a community-wide meeting to introduce the Consultant Team to the city. This meeting will likely occur in a central, downtown location. This meeting should be designed as a dynamic, interactive, inclusive meeting that encourages meaningful input. This meeting will be thoughtfully facilitated and utilize a variety of techniques to gather input potentially including questionnaires, mapping exercises, small group discussions, “sticky-note” exercises, etc. As suggested by the committee, this meeting will avoid long presentations in favor of interactive exercises with attendees. One suggestion was to coordinate this kick off meeting with “Food Day” on October 24.

Strategy #6 Next Steps		
<i>Task</i>	<i>Responsible Party</i>	<i>Timeframe</i>
Develop approach / agenda / goals for kick-off	Committee / Consulting Team / Staff	Sept/Oct
Develop worksheets, presentation materials, etc.	Consulting Team /Staff	Oct
Publicize and send invitations	Staff/Committee	Oct
Host meeting	Consulting Team /Staff/Committee	Oct
Summary and follow up	Staff / Consultant	Oct/Nov

Outreach Strategy #7: Neighborhood Meetings

As recommended by the Subcommittee, throughout the early months of the Consultant Team contract, four neighborhood meetings will be held in each of the four general geographic areas of the City (north, south, east, and west). The City will work with neighborhood associations, business associations, neighborhood planning councils, and Alders in these locations to ensure the broadest possible neighborhood notice and participation at these meetings. The Subcommittee suggested coordinating with City Council members in arranging these meetings.

Strategy #7 Next Steps		
<i>Task</i>	<i>Responsible Party</i>	<i>Timeframe</i>
Identify locations for the four meetings	Staff	July/Aug
Schedule and coordinate four meetings	Staff	Aug/Sept
Invite neighborhood groups	Staff	Aug/Sept
Develop approach/ agendas / goals for meetings	Committee	Sept
Conduct meetings	Consulting Team/Staff	Oct/Nov
Report back and Follow-up	Consulting Team/Staff	Nov/Dec

Outreach Strategy #8: Under-represented Group Meetings

The Subcommittee recognized that many groups of individuals generally do not participate in neighborhood meetings in the City. These “under-represented groups” of individuals can include young people, families with school-aged children, minority individuals, lower-income individuals, and senior citizens. Ideas to increase participation among these under-represented groups include targeted invitations to the neighborhood meetings noted above, or even separate meetings with one or more of these groups. Increased use of social media and other web-based formats of outreach were also discussed as a way of reaching individuals unable to attend meetings. The Subcommittee suggested particular emphasis on reaching out to groups and neighborhoods that are underserved by the City’s current food system and get their input on how a public market could help address food needs.

Strategy #8 Next Steps		
<i>Task</i>	<i>Responsible Party</i>	<i>Timeframe</i>
Identify groups that should be specifically engaged	Committee/ Subcommittee	July/Aug
Determine best strategy or point of contact to reach that group	Committee / Subcommittee	July/Aug
Reach out and schedule meetings	Staff	Aug
Plan for and conduct meetings	Staff	Oct/Nov
Report back and follow up	Staff	Nov/Dec